A Bank Interior Finished in Morene

MORENE

The Permanently Beautiful Textural Wall Finish

A Theatre Lobby Decorated with Morene in semi-Relief Over Brown Mortar

THE finish of the walls is to the home—or commercial building—what clothes are to humanity. Appearances count in everything; and this is particularly true where one instinctively looks for a feeling of Textural beauty.

In Morene, a Portland cement product, color and an almost unlimited variety of methods of finish are united with an amazing economy . . . to produce a permanent effect. The results are textural effects of unsurpassed beauty at costs that may be compared with the better kinds of painting.

Further, there are many economic advantages of Morene that make any actual comparison impossible . . . Morene does not crack, craze or chip; Morene may be applied directly over *any* surface; Morene can be washed and scrubbed without impairing the finish or the color; Morene does not require the services of a specialist to apply. In brief this product combines every desired attribute of the modern wall finish.

MORENE

Combines Beauty, Utility and Economy

A Painting in Morene Seen Through Morened Arches

For Service and Beauty—Permanently

Morene, the modern wall finish, is a thoroughly practical medium for imparting colorful, textural effects to interior and exterior walls, permanently. It has unlimited possibilities; the range of colors and the variety of surface treatments being extended by craftsmen every day.

ONE of the most important considerations of any wall finish is the factor of permanency . . . for only when the finish is long-lived can it be considered both efficient and economical.

Morene is a Portland Cement product, with the color an integral part of the product itself. It is applied directly over brown or white plaster, wallboard, or any wood or metal surface, painted or unpainted. In remodeling, refinishing or alteration work it entirely covers all that lies underneath, so that no joints, or patched construction shows.

Morene is equally available for interior or exterior work, because of its water resisting qualities. Furthermore, it has remarkable accoustical properties, which fit it admirably for use in banks, theatres, auditoriums and churches.

With Morene, craftsmen of ordinary experience have produced beautiful, artistic textural relief, antique and polychrome, tapestry and all-over effects in living rooms, dining rooms, sun-rooms, public rooms and offices; fine stipple finishes for ceilings, bedrooms and hallways; various stone effects in entrance halls and corridors and tile finishes in bathrooms, lavatories and kitchens.

Morene is the only textural wall finish made of White Portland Cement, sand and asbestos, so processed with chemicals and oils as to become a sensitive plastic medium.

Heavy brush coat stippled and flattened with palette knife

Light coat brushed on roughly

Heavily brushed on and raked with wire brush

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THIS distinctive and practical w
the past ten years it has been i
this country. Hundreds of archit
everywhere use it in preference
The partial list of applications sh
provides the best possible proof c
ance. Morene is inexpensive, eas
to a minimum. The color being a
a Morene-finished wall may be w
Morene should not be confused
distinctly different product, wit

Product

Morene is a wall finish composed of White Portland Cement, sand and asbestos, so combined and processed with oils and chemicals as to form a sensitive plastic medium of permanent beauty and economic durability.

Morene is used for obtaining textured wall finishes from the plainest to the most elaborate effects; and will enhance the appearance of any type of building, residence, apartment house, church, bank, hospital, theatre or office building.

The selection of Morene as a medium for expressing the skill of many noted artists and craftsmen in the decoration of fine buildings is convincing proof of the unusual effect possible with this material. Combining as it does the permanency of concrete with the utmost in artistic expression, a casual inspection will convince even the most skeptical that it has been brought to a high point of perfection.

How Applied

Morene is applied with a brush, sponge or trowel; variations in texture being obtained by stippling, troweling, brushing, knifing and wiping.

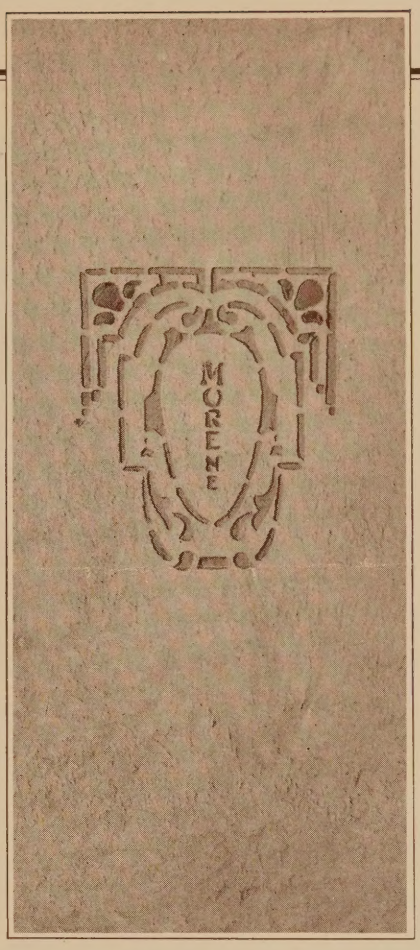
Morene is easily and quickly applied to any kind of surface, brown or white plaster, concrete, brick, tile, gypsum or fiber wall-board, wood, metal and old painted or papered surfaces with equal facility. A colored and textured wall finish can be obtained with a trowel by a single application of Morene, serving as a finishing coat of plaster.

Color

Morene is manufactured in white, with a slightly grayish cast. Standard colors are white, light buff, gray, pink and blue. To obtain other colors simply use a standard brand of colors ground in oil as an integral mix. For variegated effects two or

ravertine—stippled and flattened with palette knife

Stippled and partially knife flattened



Sponge stippled and flattened, with relief ornament brush stencilled

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finish is not an experiment. For
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any other wall finish material.
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ed and scrubbed without damage.
th water base materials. It is a
n oil base.

more colors can be applied quickly and completely in one operation, securing at the same time any texture or combination of colors. An entirely different set of variegated effects may also be obtained by the use of colored sands.

Effects

Morene will produce any desired effect from the simplest stipple to the finest mural decoration. Any skilled craftsman can easily obtain, with exceptional fidelity of color, form and texture, such effects as: Caenstone, Unpolished Marble, Travertine, Limestone, Sandstone and Tapestry, and finishes in the style of the Spanish, French, Italian, Early English, Old Dutch, Oriental and Early American decoration.

Advantages

Morene is a flexible, durable, strong and fire-retardent product which may be applied quickly and completely in one operation, without any necessity for glazing. It is inexpensive, easy to use, and takes less time and labor to apply than any other finish of a similar nature. It can be washed with soap and water and dried, and will not crack or check if the structural surface to which it is applied remains intact. Morene is not injured by heat or cold.

Containers

Morene is shipped in 50 and 25 gallon barrels or steel drums, 10 gallon steel drums, 5 gallon steel pails and 1 gallon cans.

Showroom

We would be pleased to show you the possibilities of Morene as applied to complete walls and ceilings of rooms finished in beautiful textures and colors, as well as a very large collection of sample boards at our showrooms.

A Handsome Theatre Interior in Morene

A Very Attractive Morene Treatment of Walls

Morene Used for Murals, Walls and Ceiling

Wall-board Arches Finished in Morene

Exteriors and Interiors of this Washington Villa Finished in Morene

MORENE is a distinctive wall finish in more than one respect. Being a Portland Cement product, and having the permanence of concrete, it is practical for all types of buildings, residential, institutional and public. Permanently artistic color effects for exteriors as well as interiors are easily obtained with Morene. It adheres to every type of surface, it will not fade. Morene is particularly adapted to cover old stucco, brick or stone exteriors. It gives an attractive surface with a varied range of colors, elasticity of surface, and weather-resisting qualities.

Mural Decoration in Morene, 68 ft. long, 13 ft. high. *The Garde Theatre, New London, Conn.*

MORENE

The following partial list of installations where Morene has been used is indicative of the wide scope of its characteristics

Churches

St. Paul's R. C. Church	New York, N. Y.
St. Thomas Aquinas Church	Brooklyn, N. Y.
St. Patrick's R. C. Church	Brooklyn, N. Y.
Church of the Nativity	Buffalo, N. Y.
Holy Trinity Presbyterian Church	Philadelphia, Pa.
St. John's Memorial Church	Reading, Pa.
Bnai Brith Congregation Synagogue	Shamokin, Pa.
St. Luke's Lutheran Church	Allentown, Pa.
M. E. Church	Swarthmore, Pa.
St. John's Episcopal Church	Carlisle, Pa.
St. Gabriel's R. C. Church	Hazelton, Pa.
Beth-El Synagogue	Camden, N. J.
St. Paul's Reformed Church	Westminster, Md.
St. Mary's R. C. Church	Pawtucket, R. I.
Church of Transfiguration, R. C.	Philadelphia, Pa.
St. John's Evangelical Lutheran Church	Albany, N. Y.
St. Patrick's R. C. Church	Malverne, N. Y.
St. Mathias' Church	Woodhaven, N.Y.
Incarnation Lutheran Church	Brooklyn, N. Y.
R.C.Church of Our Lady of Incarnation	Bellaire, N. Y.
St. Brendan's R. C. Church	New York, N. Y.

Hotels

Rocklege Manor	Yonkers, N. Y.
Stratford Hotel	New York, N. Y.
Hotel Manger	New York, N. Y.
Henry Hudson	Troy, N. Y.
Hotel Fredonia	Atlantic City, N. J.
Knickerbocker Hotel	Atlantic City, N. J.
Hotel Monticello	Atlantic City, N. J.
Bon Air Lodge	Hopatcong, N. J.
Metropolitan Hotel	Asbury Park, N. J.
Joseph Buch Hotel	Trenton, N. J.
Columbian Hotel	Saratoga, N. Y.
Ashland Hotel	Ashland, Pa.
Rennas Hotel	Shamokin, Pa.
Hotel McAllister	Miami, Fla.
Alexander Hotel	Hagerstown, Md.
Spruce Hotel	Philadelphia, Pa.
Ritz-Carlton Hotel	Atlantic City, N. J.
McAlpine Hotel	Philadelphia, Pa.
Easton Hotel	Easton, Pa.
Gettysburg Hotel	Gettysburg, Pa.

Banks

Mechanics & Metals Bank	New York, N. Y.
Franklin Savings Bank	New York, N. Y.
East River Savings Bank	New York, N. Y.
South Brooklyn Savings & Loan Bank	Brooklyn, N. Y.
Glen Cove Trust Company	Glen Cove, N. Y.
Citizens National Bank	Oneonta, N. Y.
Moorestown Trust Co.	Moorestown, N. J.
Second National Bank	Atlantic City, N. J.
First National Bank	Hazelton, Pa.
Heights Deposit Bank	Wilkes Barre, Pa.
Citizens National Bank	Scranton, Pa.
Pennsylvania Trust Co.	Reading, Pa.
National Bank of Commerce	New York, N. Y.
Hanover National Bank	New York, N. Y.
Haddington Title & Trust Co.	Philadelphia, Pa.
Tenth National Bank	Philadelphia, Pa.
Mercer Trust Company	Trenton, N. J.
Ohio State Savings Bank	Columbus, Ohio
North Scranton Bank	Scranton, Pa.
Citizens National Bank	Jenkintown, Pa.
Federal Commercial & Savings Bank	Port Huron, Mich.

Residences and Apartments

Clarandon Apartment	New York, N. Y.
Frank E. Newman, Archt., Apt.	New York, N. Y.
Jackson Heights (14 Apt. Houses)	Long Island City
Mrs. Russell Law (Residence)	White Plains, N. Y.
H. S. Waterbury, Archt. (Residence)	Irvington-on-Hudson
James Apartments	Syracuse, N. Y.
F. W. Schafer (Residence)	Mamaroneck, N. Y.
J. H. Hunt (Residence)	Greenwich, Conn.
Mrs. G. G. Griggs (Residence)	Bridgeport, Conn.
James F. Gibbons (Residence)	Dayton, Ohio
Harold S. Williams (Residence)	Margate, N. J.
Deal Gables (12 Homes)	Deal, N. J.
Pine Manor Apartments	Germantown, Pa.
Sovereign Apartments	Philadelphia, Pa.
Bryn Mawr Courts	Bryn Mawr, Pa.
W. A. Riggs Apartment	Reading, Pa.
Emlen Arms Apartment	Germantown, Pa.
Model Spanish House (Cafritz Const. Co.)	Washington, D. C.
Mr. N. Jacobson (Penthouse, 5th Ave. Hotel)	New York, N. Y.
John A. LaGorce (Residence) (Vice-Pres. Nat'l Geographic Society)	Washington, D. C.
Mrs. Francis McFarland (Residence)	Washington, D. C.
Hill Top Manor Apartments	Washington, D. C.
Cresent Apartments	Washington, D. C.
Douglas & Phillips (Group Homes)	Washington, D. C.
W. C. Durant (Residence, Exterior)	Deal, N. J.
The Bock Apartment	Deal, N. J.
Cordoba Apartment	Brooklyn, N. Y.
Malvern Hall Apartments	Philadelphia, Pa.
Charles F. Noyes Mansion	Montclair, N. J.
R. G. Elbert (Residence)	Manhasset, N. Y.
J. H. Mahler (Residence)	Scarsdale, N. Y.
Berger Residence	Belle Harbor, N. Y.

Showrooms

J. & J. Slater Shoe Shop (57th Street)	New York, N. Y.
National Casket Company	New York, N. Y.
Rosen & Bros., Dress Display	New York, N. Y.
Mark Erdman Dress Company	New York, N. Y.
G. Geller & Sons, Furs	New York, N. Y.
Fontaine's, Antiques, Decorators	New York, N. Y.
Chevrolet Agency	Philadelphia, Pa.
Cleveland-Chandler Motor Company	Philadelphia, Pa.
Estey Piano Company	Philadelphia, Pa.
Wurlitzer Piano Company	Philadelphia, Pa.
Essex Hudson Showroom	Lancaster, Pa.
Mary Barger Shop	Detroit, Mich.
Ginsberg House Furnishings	New York, N. Y.
Cunningham Piano Company	Philadelphia, Pa.
Packard Motors	Philadelphia, Pa.
Chrysler Sales Corp'n	New York, N. Y.
Hudson Motor Car Co. of N.Y.	New York, N. Y.
Greenpoint Nash Sales Co.	Brooklyn, N. Y.

Restaurants

Silver's Cafeterias (six)	New York City & Bklyn
Keen's Chop House (Exterior)	New York, N. Y.
Luigo's Restaurant	New York, N. Y.
Hotel Seville, Cafeteria	New York, N. Y.
Georgian Restaurants (2)	New York, N. Y.
St. James Cafeteria	Atlantic City, N. J.
Splendid Restaurant	Boston, Mass.
Roger Sherman	New Haven, Conn.
Chas. Gulkin, Cafeteria	New York, N. Y.

Theatres

Proctor's Theatres, 59th and 125 St.	New York, N. Y.
Strand Theatre	Shenandoah, Pa.
State Theatre	Easton, Pa.
Majestic Theatre	Perth Amboy, N. J.
Roger Sherman Theatre	New Haven, Conn.
Garde Theatre	New London, Conn.
Commodore Hull	Derby, Conn.
Shubert Theatre, Exterior, Art and Sculptural Work	New York, N. Y.

Miscellaneous

Fordham University Library	New York, N. Y.
Museum of Natural History (Fishery Hall)	New York, N. Y.
Browning School	New York, N. Y.
Rambusch Decorating Company, Office	New York, N. Y.
Smith & Leo, Contractors, Offices	New York, N. Y.
Wilson's Sales Room and Offices	New York, N. Y.
Wrigley's Sales Room and Offices	New York, N. Y.
Police Recreation Camp	Tannersville, N. Y.
High School	Hastings, N. Y.
Trygve Hammer, Residence Studio	Douglaston, L. I.
Girard Craftsman Club	Philadelphia, Pa.
Real Estate Board Building	Philadelphia, Pa.
Elks Home	Philadelphia, Pa.
Mother House, Sisters of Mercy	Dallas, Pa.
Officers, Sears, Roebuck Company	Frankfort, Pa.
Beaver Dam Country Club	Maryland
Woodstock College Auditorium	Woodstock, Md.
Elks Home	Atlantic City, N. J.
Glendale High School	Glendale, N. Y.
Simon Gratz Senior High School	Philadelphia, Pa.
Elizabeth Gillespie Junior High School	Philadelphia, Pa.
Elks Club	Philadelphia, Pa.
Horst Art Galleries	Reading, Pa.